

III. REMARKS

1. The Examiner has acknowledged that Wynblatt lacks explicit recitation of "an advertisement information sending part which reads out advertisement information corresponding to said shop retrieved by said second searching part using said data base and sends said advertisement information to said one of said mobile vehicles."

The Examiner contends that the only difference between the disclosure of the patent to Wynblatt and the present invention is the feature relating to the advertisement information sending part, which is mentioned above.

Applicants respectfully disagree to the Examiner's position. First of all, claim 1 recites, as a first claim element, a data base in which pieces of the advertisement information are stored correspondingly to the shops and merchandised product genre information is stored correspondingly to each of the mobile vehicles (emphasis added).

In the Office Action, the Examiner cited Fig. 2 and Col. 2, lines 47 (49?)-67 of Wynblatt as a description portion describing the feature corresponding to the data base recited in claim 1.

These paragraphs of Wynblatt describe the architecture of the system called ABU-DaBII which is shown in Fig. 2. The system includes an information base 46 connected to the WWW server 42 in the section surrounded by the two-dot chain line.

A detailed description of the information base 46 does not exist in these paragraphs.

It appears that the claimed limitations relating to the data base recited in claim 1 are being ignored.

As shown in Figs. 4 and 5 of the present application, the apparatus according to the present invention features the merchandised product genre information which indicates types of merchandised products for which an advertisement is desired is additionally stored in the data base correspondingly to each of the mobile vehicles. The correspondence between the merchandised product genre information and each of the mobile vehicles thus previously stored in the data base is one of the key features which enable an overall functionality of the claimed apparatus.

It is submitted that the lack of the corresponding feature in the data base of Wynblatt simply indicates that the Examiner has not established a *prima facie* case of obviousness.

Furthermore, we consider that the system of Wynblatt has a structure significantly different from that of the system according to the present invention. For instance, in the second full paragraph of Col. 5, Wynblatt describes that ABU-DabII also includes a system for passing custom information from the mobile information terminal to remote interne programs.

This feature of passing custom information from the mobile information terminal is unnecessary in the present apparatus when receiving an advertisement since the correspondence between the type of merchandised products for which an advertisement is desired and the mobile vehicle is previously stored in the data base.

In this connection, the disclosure of the paragraphs 5 and 6 of Wynblatt relied upon by the Examiner mainly relates to functions of the WWW browser 34 in the mobile information terminal 26. The

WWW browser interacts with the local agent 28 using placeholder variables in the URL broadcasted from the local agent. This feature of Wynblatt is not relevant to the present invention.

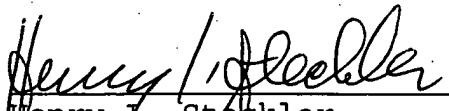
While it is believed that existing claim 1 defines over Wynblatt, it has been amended to recite "additionally" before "merchandised product genre information" for clarification purposes.

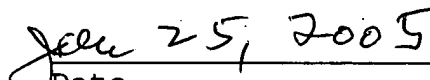
Thus, the rejection of claims 1-10 under 35 U.S.C. §103 should be withdrawn.

For all of the foregoing reasons, it is respectfully submitted that all of the claims now present in the application are clearly novel and patentable over the prior art of record, and are in proper form for allowance. Accordingly, favorable reconsideration and allowance is respectfully requested. Should any unresolved issues remain, the Examiner is invited to call Applicants' attorney at the telephone number indicated below.

A check in the amount of \$450 is enclosed for a two-month extension of time. The Commissioner is hereby authorized to charge payment for any fees associated with this communication or credit any over payment to Deposit Account No. 16-1350.

Respectfully submitted,


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